

CBS RADIO NETWORK

TIMED MASTER

THE CAMEL CARAVAN

VAUGHN MONROE

SATURDAY NOVEMBER 8, 1952 (TAPED NOVEMBER 7, 1952)

7:30 to 8:00 p.m. EST

ORIGINATION: NEW YORK CITY

CUE: (This is the CBS...RADIO Network)
(.....70 Seconds.....)

(MUSIC: JINGLE)

SINGERS: Hello, nice people, from Maine to California!
The Camel Caravan is here!
For tunes reported as tops across the nation,
Just gather round and lend an ear.

(MUSIC: UNDER FOR:)

KING: From the CBS Playhouse in the heart of New York City...
"THE CAMEL CARAVAN -- STARRING VAUGHN MONROE"...with
guest star Connie Russell...and the songs America's
asking for...transcribed and presented by Camel
Cigarettes.

(MUSIC: UP AND OUT)

: 35

KING:

Have you made your own 30 day Camel mildness test?
Smoke only Camels for 30 days. See how you enjoy
your first mellow puff -- and how you keep on
enjoying Camels every time you smoke. One of the
reasons you'll enjoy Camels is that exclusive blend
of costly tobaccos, expertly blended to give you
the last word in rich smoking pleasure -- pack
after pack, week after week! Camel -- America's
most popular cigarette!

1:05

ldg

1:05

(MUSIC: "RACING WITH THE MOON"...STATEMENT TO HOLD FOR:)

KING: Let's say hello to the star of the show!

(MUSIC: CHORD)

KING: VAUGHN MONROE!

(MUSIC: TO TAG)

(APPLAUSE)

1:25

MONROE: Thank you...and greetings again everyone. After so many weeks of touring around the country, the Camel Caravan is back on the wonderful "Great White Way!" From New York, we bring you another thirty minutes of the songs all America is asking for.

KING: The songs which have been chosen number one by leading disc jockeys from Maine to California, as reported in this week's "VARIETY."

MONROE: And on the top of our list is a tune that's first choice this week in seven big cities from coast to coast.

KING: Vaughn sings....."WHY DON'T YOU BELIEVE ME?" 1:50

(MUSIC: "WHY DON'T YOU BELIEVE ME?".....MONROE) 4:50

(APPLAUSE) 5:00

5:00

-4-

(MUSIC: SEQUES TO:)

(MUSIC: "LADY OF SPAIN" MONROE AND CHOIR) 7:20

(APPLAUSE) 7:30

KING: "LADY OF SPAIN"sung for you by Vaughn Monroe
and the Camel Caravan Choir..... ... A D.J. in
Hartford, Connecticut, tells us it's tops in his
town this week.

MONROE: And tops in any town any week is the young lady we
meet next.....our special guest this evening.

KING: A hazel-eyed brunett you met first in Chicago.....
She's a singer a dancer and a beauty.
On radio on television.....in supper clubs...
she's one of America's very favorite singers.

MONROE: And that's a description that fits just one girl...
We're very happy to welcome back to the Camel
Caravan---Lovely Connie Russell. She sings the
leading tune this week in Tampa....."MY FAVORITE
SONG."

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7:00

(MUSIC: "MY FAVORITE SONG" CONNIE RUSSELL) 11:10

(APPLAUSE) 11:25

ldg

11:25

KING: Friends, they say: "Once a Camel smoker, always a Camel smoker!" Well, how about it, Vaughn Monroe? Do you agree?

MONROE: You bet, Joe! Camels have been my brand for years. And I still find 'em the best smoke in the book--- mild and flavorful every time, pack after pack, week after week!

KING: Swell, Vaughn! And, Friends -- how about you? Want to try a really wonderful cigarette? Then make your own 30-day Camel mildness test -- starting tonight!

NELSON: Yes -- smoke Camels, and only Camels, for 30 days. See how much you enjoy Camels' exclusive blend of ~~the world's~~ costly tobaccos, expertly blended to give you cool, cool mildness and rich, full flavor-- a flavor you won't find in any other cigarette!

KING: Yes, there must be a reason for Camels' great popularity. Smoke Camels and you'll see why more people smoke Camels than any other cigarette!

SINGERS: How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

51457 6395

12:30

12:30

(MUSIC: JINGLE)

MONROE: Atlantic City's a perfect spot for romance
It is a honeymooners' town.

ALL: And so they tell us a love song is the favorite
Along the Boardwalk, up and down!

GIRLS: The song they want is one that Vaughn
Recorded for you all!
The tune is, "YOURS" so lend an ear.
Come, Vaughn, this is your call!

13:05

(MUSIC: "YOURS".....MONROE)

15:25

(APPLAUSE) 15:35

15:35

MONROE: Time now for the football news, Joe King.....What's the line-up from the Camel Caravan Newsroom?

KING: Lots of big games today, Vaughn.....Michigan State, undefeated in 21 games, was looking for number 22 when they met Indiana.....Unbeaten Georgia Tech met Army.....In the West, UCLA was paired with Oregon State.....and Southern Cal, untied and unbeaten in six straight was going for number seven in a game with Stanford.

MONROE: Here in the East, the Crusaders of Holy Cross met the Colgate Red Raiders.....And the fans really jammed Fitten Field up in Worcester for that one!

KING: Vaughn Monroe and the Choir offer a Camel Caravan salute to the Royal Purple of Holy Cross and to the Maroon and White of Colgate, with the fight songs that filled the New England air this afternoon.

16:15

(MUSIC: COLLEGE MEDLEY.....MONROE AND CHOIR)

17:55

(APPLAUSE) 18:05

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18:05

KING: We turn next to the State of Michigan.....and the busy city of Dearborn.

~~MONROE:~~

A popular ~~Dearborn~~ ^{here} Disc Jockey tells us that our next tune is one all his friends and listeners are requesting this week.

MONROE

~~KING:~~

Yes.....in this great industrial city that builds everything from oars to jet planes and from boats to buggies.....this tune is ^{the most asked for song this} ~~first choice this~~ week!

~~MONROE:~~

~~From the industrial center at Schofer Road and Airport Drive.....all along the way to the ocean freighters in the River Rouge.....this tune is the most asked for song today.~~

KING: Vaughn Monroe sings Dearborn's choice...."STAY WHERE YOU ARE."

18:25

(MUSIC: "STAY WHERE YOU ARE".....MONROE) 20:30

(APPLAUSE) 20:40

20:40

(MUSIC: JINGLE)

MONROE: Miss Connie Russell it's time to take the spotlight
And sing a song that's going far

ALL: A song about a pirogue on the bayou
A gal.. a guy .. and a guitar.

ALL: That "JAMBALAYA" is the one
The folks are sure to cheer
So Connie step right up and sing
The song they want to hear!

21:15

(MUSIC: "JAMBALAYA".....CONNIE RUSSELL) 23:00

(APPLAUSE) 23:10

23:10

KING: You know, behind every big success story there's a reason. And that certainly holds true for Camel cigarettes. Camels lead all other brands in popularity -- by billions of cigarettes per year! There must be a reason!

NELSON: Yes, Friends, there is a reason! In fact, there are plenty of reasons why more people smoke Camels than any other cigarette! And all over America -- coast to coast -- smokers have found out what those reasons are!

KING: Yes, they made their own 30-day Camel mildness tests. They smoked Camels for 30 days. They found Camels mild and flavorful and always enjoyable as their steady smoke!

NELSON: Why don't you find out what the millions of Camel smokers already know? Make your own 30-day Camel test -- starting tonight! See how much smoking pleasure Camels give you -- pack after pack, week after week!

KING: See why Camel is America's most popular cigarette -- leading all other brands by billions of cigarettes per year!

24:10

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24:10

(MUSIC: BRIDGE)

MONROE:
KING

Beautiful music knows no international boundaries
Songs from all over the world are sung every day here
in America. Not just by a few people, but by all of us!

~~KING:~~

~~Yes, in the days of World War II Australia sent us
"WALTZING MATILDA" From France, came "SYMPHONY"
..... and from Germany by way of British capture
at Tobruk and El Alamein came "LILI MARLENE."
And they all became part of America's music.~~

MONROE:

AND

Today, from sunny Italy, we have a brand new hit based
on the lovely melody, "^{DRIGO'S} ~~THE BOHEMIAN~~ SERENADE." Take
the same tune and add new lyrics and you have one of
this country's newest favorites

KING:

Just as they recorded it for RCA VICTOR Vaughn
Monroe and the Camel Caravan Choir, sing the beautiful
new waltz "I".

24:45

(MUSIC: "I" MONROE AND CHOIR)

26:40

(APPLAUSE) 26:50

ebb

26:50

KING:

Our hospitalized Servicemen and Veterans always like to know that folks at home remember them. Realizing this, the makers of Camels send them gift cigarettes this week and every week. This week, the free Camels go to: Veterans Hospitals, Bedford, Massachusetts, and Gulfport, Mississippi...Mather Air Force Hospital, Sacramento, California...and U. S. Naval Hospital, Guam, Marianas Islands.

27:10

ebb

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27:10

MONROE: Hope you enjoy those CAMELS, fellows....and now....

(MUSIC: "LET'S HAVE A CIGARETTE, TOGETHER".....MONROE) 27:40

MONROE: Oh, oh, the clock on the wall tells us we've used up all our seconds and minutes and it's time for the Camel Caravan to roll along.....We'll be looking for you next week.....at this same time.....on this same CBS RADIO station. We'll be with you then with another thirty minutes of your favorite music....the songs voted first choice by disc-jockeys from coast to coast, as reported in "VARIETY."

KING: Next Saturday the Camel Caravan will again be coming to you from New York City. Vaughn's special guest will be lovely Bethe Douglas.

MONROE: And we'll be sending a salute to the football teams of WASHINGTON and SOUTHERN CALIFORNIA. Be sure to join us then, won't you?

KING: In the meantime, don't forget to listen to our good friend, Bob Hawk. He's on the air for Camels every Monday night with the "Bob Hawk Show."

MONROE: Until next Saturday then.....this is Vaughn Monroe saying goodnight...pleasant dreams and..won't you have a "CAMEL?"

28:25

(MUSIC: THEME)

(APPLAUSE) 28:35

ebb

51457 6403

28:35

NELSON:

Attention, King-size Smokers! The makers of Camels -- the cigarette that leads all others by billions -- have created Cavaliers, a special king-size cigarette just for you! Try king-size Cavaliers! You'll find them a new experience in smoking pleasure! It's so satisfying to get acquainted with the special mildness of king-size Cavaliers, to experience their fine flavor! You'll learn how good a king-size cigarette can be! Remember... king-size Cavaliers, made by the makers of Camel! King-size Cavaliers are priced no higher than other standard brands!

29:10

(MUSIC: THEME)

KING:

This is Joe King saying goodnight for "THE VAUGHN MONROE SHOW".

29:15

(APPLAUSE)

KING:

This program was transcribed.

29:20

(APPLAUSE)

29:30

51457 6404